

SIR GEORGE WILLIAMS UNIVERSITY

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NEWS RELEASE

October 24, 1968
FOR IMMEDIATE RELEASE

"COMMUNICATIONS MEDIA IN EDUCATION" -
S.G.W.U. CONFERENCE TO LAUNCH NEW MASTER'S PROGRAM

A "Communications Media in Education" conference will inaugurate Sir George Williams University's master's program in educational technology this Saturday, October 26.

The new M.A. program, geared to provide the graduates greatly needed to comprehensively cope with the technological revolution in education, has enrolled 35 candidates for full and part-time study. They, along with school teachers and administrators, and media personnel concerned with the improvement of learning, are being invited to attend the one-day conference. It will be held from 9:30 a.m. to 4:30 p.m. in the Alumni Auditorium of the Hall Building, Maisonneuve Boulevard and Bishop Street.

Four distinguished educators will present papers for discussion:

- Prof. Roderick MacLean, Director of Television Services at the University of Glasgow, Scotland, will speak on "Television in Education." Prof. MacLean has made significant discoveries in the use of television, especially video tape, for teaching;
- Dr. Fulton Fisher, Head of the Department of Biochemistry, Simon Fraser University, will give a paper on "Breaking the Lock Step." He has evolved applications of media in teaching biochemistry, particularly with the use of single-concept films and audio tapes;
- Dr. Elwood Miller, Asst. Prof. of Education and Director of Title VI B Institute, Michigan State University, speaks on "Media as a Means to an End." Dr. Miller has researched and directed applications of super 8 film in learning;
- Terry Ryan, Media Studies and Research, National Film Board, talks on "Screen Education - New Dimensions in Experience."

From the office of: Malcolm Stone,
Information Officer

NOTE: You are welcome to cover the "Communications in Media" conference; for further information contact co-chairmen G.A.B. Moore, Director of Instructional Media, at 879-4433, and Edward Bakony, Associate in Instructional Media, 879-4456.